

ABSTRACT OF THE DISCLOSURE

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A system and method allowing online or traditional business entities, organizations, affinity groups or the like to offer brokerage services to their pre-existing customer or member base. Such entities can thereby leverage their pre-existing good will in one area (e.g., as a popular web portal) into the brokerage business. In accordance with the present invention, such entities provide a front-end brokerage interface to their constituents while all other brokerage functions are carried out by a brokerage entity which performs the functions of a clearing broker and some of the functions of an introducing broker not otherwise provided by the front-end interface. In an exemplary embodiment of the present invention, a non-brokerage party such as a web portal provides news and quotes for a variety of financial instruments, such as stocks. A user of the site is given the ability to trade a stock by clicking on a "trade" link. Upon so clicking, the user is directed to the servers of a brokerage firm which then carries out the rest of the transaction. Any user-identifying information can be provided by the portal, although additional information may be requested for security purposes by the brokerage server. Preferably, the linkage between the front-end and the brokerage party appears as seamless as possible to the user.